

ULI Staging of Temporary Street Enhancements Made the Case for Permanent Upgrades

Better Block OKC 2013

ULI Oklahoma

Volunteer value	\$200,000
In-kind support	\$22,200
Total	\$222,200
ULI investment	\$6,600
Financial leverage	34:1

ULI contribution: ULI Oklahoma and partners created Better Block OKC as a way to temporarily demonstrate that investments in appropriate infrastructure would improve street life and walkability. These kinds of investments are expected to attract economic development. Members freshened up outdoor space by adding street furniture, installing artificial grass that transformed an underused parking lot, adding paint to streets to outline bump-outs as traffic-slowing

mechanisms, and setting up umbrellas on sidewalks.

Outcome: At the suggestion of the Better Block OKC steering committee, the community made a number of the

temporary improvements permanent, including signage, bike racks, and seating at the farmers market. Better Block OKC had a physical impact on an otherwise neglected area of the city.



Photo courtesy of Eric Dryer